

AEROSPACE INDUSTRY FACT SHEET--Course 430

General Purpose of Course

The purpose of Course 430, Industrial Resources, is to acquaint the students with the capabilities and problems of the United States industrial sector and to give them an understanding how the sector affects national security.

This course is a survey of industrial capabilities, management, and industry-government relations, in the United States and abroad, as they affect the security interests of the United States. Modern concepts, techniques, and trends in business management are reviewed. Industrial management, in the United States and in the overseas extension of U.S. industry, is studied primarily at the level of the individual firm and industrial association. The management of industry abroad is studied in terms of national policies and managerial practice in large sectors of industry.

Industry Study

One objective of the course is for students to be able to analyze strengths and weaknesses of a specific industry (in this case, Aerospace Industry) both in the United States and abroad and determine how they affect U.S. national security.

During the study the students will become familiar with: (1) the general structure of the Aerospace industry; e.g., products, markets, multi-nationalism; (2) the significant factors of industry analysis; e.g., input-output analysis, geographical concentration, concentration ratios, capital and labor intensities, impact of public and private policy decisions, and social costs and benefits; (3) how the Aerospace Industry relates to national security and the United States and world economies.

Methodology

In addition to individual study and research, seven seminars and a one-day visit with an Aerospace firm will be conducted to explore pertinent aspects in the analysis of the Aerospace Industry.

JCS review completed.

Seminar #1

Date and Time: Monday, 1 November 1971, 10:30 a.m.
Subject: "The Aerospace Industry in the United States"
Objective: - To know the composition of the Aerospace Industry, the contribution of the industry to national security and economy, and the developmental trends of the industry

25 YEAR RE-REVIEW

1970
Ohlson - AIA
O'Hara - Boeing

1971
Ohlson - AIA
Aerospace Industry Executive

Seminar #2

Date and Time: Wednesday, 3 November 1971, 10:30 a.m.
Subject: "Market Intelligence and Research in Industry Analysis"
Objective: - To become acquainted with the techniques of market intelligence and research in the Aerospace Industry, including the methods used by a major aerospace firm to assess the overall industry market and its potential share in that market.

Seminar #3

Date and Time: Friday, 5 November 1971, 10:30 a.m.
Subject: "Impact of the Space Transportation System"
Objective: - To understand the potential impact of the space transportation systems upon the aerospace industry.
- To become familiar with some of the economic aspects of space transportation, and the military and civil demand for such transport.

Seminar #4

Date and Time: Monday, 8 November 1971, 10:30 a.m.
Subject: "Aerospace Strategic Weapons Requirement 1972-85"
Objective: - To appreciate the characteristics of the future defense market for the products of the aerospace industry for strategic purposes.
- To understand the potential major buys of hardware and research and development.
- To become familiar with OSD's philosophy toward maintaining a viable aerospace industry.

Seminar #5

Date and Time: Tuesday, 9 November 1971, 10:30 a.m.
Subject: "Aerospace Tactical and General Purpose System Requirement 1972-85"
Objective: - To appreciate the characteristics of the future defense market for the products of the aerospace industry for tactical and general purpose forces.
- To assess the major contenders for sizeable funding.
- To become familiar with OSD's philosophy toward maintaining a viable aerospace industry.

Seminar #6

Date and Time: Wednesday, 10 November 1971, 10:30 a.m.
Subject: "Aerospace Industry of Japan and Western Europe"
Objective: - To become familiar with the characteristics of the Aerospace Industry in Japan and Western Europe countries.

Seminar #7

Date and Time: Thursday, 11 November 1971, 10:30 a.m.
Subject: "Aerospace Industry in the Communist Countries"
Objective: --To become familiar with the characteristics of the
Aerospace Industry in Russia and the Communist countries.

One Day Field Study

Date: Friday, 19 November 1971
Place: To be determined
Objective: - To become familiar with the management problems,
practices and philosophy; labor practices and
problems, and trends of the industry through on-site
observation.